

## ORDER



KLAS

Orders	Order / Rev:	37368	Primary AE:	Mike Jones
	Alt Order #:	08869747	Sales Office:	K-WAS
	Product Desc:	issue	Sales Region:	National
	Estimate:	1848		
	Flight Dates:	09/25/12 - 10/01/12		
	Original Date / Rev:	09/21/12 / 09/21/12		
	Order Type:	GENERAL		

Agency	Name:	Great American Media	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Avenue NW	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	DSCC	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:10:00
	Product Codes:	PO4	Advertiser External ID:	
	Priority:	LV1	Agency External ID:	
	Revenue Codes:	AGY, POL, ISS		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	28	\$77,450.00	\$65,832.50	September 2012	28	\$77,450.00	\$65,832.50	0.00
10/01/12	10/01/12	13	\$19,300.00	\$16,405.00	October 2012	13	\$19,300.00	\$16,405.00	0.00
					Totals	41	\$96,750.00	\$82,237.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$96,750.00
Market	100%	\$322,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$80,625.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,125.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/25/12	10/01/12	CBS This Morning	7-9a CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
CBS THIS MORNING															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
		Week: 09/25/12	10/01/12	MTWTF--		2	\$1,200.00		0.00						
E 4	8	10/01/12	10/01/12		CM	9-10a	M-----	:30	1	\$950.00	LV1	0.00	NM	1	\$950.00

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**Flight Dates:** 09/25/12 - 10/01/12

**Advertiser:** DSCC  
**Product Desc:** issue  
**Estimate:** 1848

KLAS

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Product Desc: issue  
Estimate: 1848

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	8	09/25/12	10/01/12	8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	4	\$2,500.00	LV1	0.00	NM	4	\$10,000.00
<b>8 NEWS NOW AT 11PM</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		-TWTF--		2	\$2,500.00			0.00					
Week:	10/01/12	10/07/12		M-----		2	\$2,500.00			0.00					
E 19	8	09/29/12	09/30/12	8 News Now 11p Sa/SuCM	CM	11-1135P	-----SS	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
<b>8 News Now Sa/Su 11p</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		-----SS		1	\$1,100.00			0.00					
E 20	8	09/25/12	10/01/12	Letterman	CM	1135p-1237a	MTWTF--	:30	3	\$950.00	LV1	0.00	NM	3	\$2,850.00
<b>LATE SHOW W/LETTERMAN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/25/12	10/01/12		MTWTF--		3	\$950.00			0.00					
N 21	8	09/29/12	09/29/12	ACC Football	CM	930a-12n	-----S-	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
<b>ACC Football</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		-----S-		2	\$2,500.00			0.00					
N 22	8	09/29/12	09/29/12	Politics Now S Sebelius	CM	Various	-----S-	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
<b>Politics Now S Sebelius</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		-----S-		1	\$1,000.00			0.00					
N 23	8	09/29/12	09/29/12	Sat 4-5p Whacked Sports	CM	4-5p	-----S-	:30	2	\$400.00	LV1	0.00	NM	2	\$800.00
<b>Whacked Out Sports 2X's</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		-----S-		2	\$400.00			0.00					
N 24	8	09/29/12	09/29/12	Sat 1135p-1235a Priv Pi@M	CM	1135p-1235a	-----S-	:30	1	\$250.00	LV1	0.00	NM	1	\$250.00
<b>Private Practice</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		-----S-		1	\$250.00			0.00					
N 25	8	09/29/12	09/29/12	Sat 1235-135a DaVinci I@M	CM	12.35a-1.35a	-----S-	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00
<b>Da Vinci Inquest</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		-----S-		1	\$150.00			0.00					
N 26	8	09/25/12	10/01/12	8 News Now 4-5a	CM	4-5a	MTWTF--	:30	5	\$200.00	LV1	0.00	NM	5	\$1,000.00
<b>8 News Now 4-5a</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/25/12	10/01/12		MTWTF--		5	\$200.00			0.00					
N 27	8	09/30/12	09/30/12	Game Time/UNLV	CM	1135p-1205a	-----S	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00
<b>Game Time/UNLV</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		-----S		1	\$150.00			0.00					

Totals

41

\$96,750.00